

AMERICAN FORK CITY COUNCIL
JULY 9, 2019
WORK SESSION MINUTES

Members Present:

Bradley J. Frost	Mayor
Kevin Barnes*	Council Member
Staci Carroll	Council Member
Barbara Christiansen	Council Member
Rob Shelton	Council Member
Clark Taylor	Council Member

Staff Present:

David Bunker	City Administrator
Camden Bird	Admin Analyst
Wendelin Knobloch	Associate Planner
Lauralee Hill	Deputy Recorder
Aaron Brems	Fire Chief
Kyle Maurer	Finance Officer
George Schade	IT Director
Timothy Merrill	
Adam Olsen	Senior Planner
Darren Falslev	Police Chief
Derric Rykert	Parks and Recreation Director
Scott Sensanbaugher	Public Works Director

*Council Member Barnes arrived at 6:30 p.m.

Also Present: Greg Lowe, Brett Thomas, and Ryan Johnsen

WORK SESSION

The purpose of City Work Sessions is to prepare the City Council for upcoming agenda items on future City Council Meetings. The Work Session is not an action item meeting. No one attending the meeting should rely on any discussion or any perceived consensus as action or authorization. These come only from the City Council Meeting.

Camden Bird introduced Greg Lowe, Ryan Johnsen, and Brett Thomas, new consultants. Mr. Bird explained that the Staff had created a brand discovery document. In creating this document, he continued, they had found that American Fork was a place of balance as well as a central hub. The brand promise, he added, was to create a sense of home, to offer a quality of life, and to provide top tier public services. He continued that the differentiators were that great value was to be found in American Fork, that it was a very central location, and that there were lots of opportunities.

Greg Lowe described the mood boards and their purpose. He mentioned that they were collages of imagery. He continued that they did not need to be understood as a strict description of the brand but rather as visual inspiration. He asked whether the Council had any questions. There were none.

1 The boards were placed on easels for the Council to add colored sticky notes on elements they
2 liked. This, Greg Lowe explained, would provide the guidance needed for the logo style. Brett
3 Thomas explained that the Council should think about what the City was and felt like: they had to
4 draw a distinction between their personal preference and what the City was. Mayor Frost invited
5 key staff members to join in with the presentation.

6
7 • Board One - Hometown Hero

8 Ryan Johnsen, (lead designer at Jibe), presented Board One. This board, he explained, was titled
9 “Hometown Hero”. He mentioned that it embodied midcentury American design which had
10 simple concepts, bold colors, and friendly typography: it was nostalgic but not kitschy. He added
11 it was characterized by the use of traditional printing techniques and subtle textures. He mentioned
12 that it was timeless and focused on harmony between the past and the present. Greg Lowe
13 explained that the point of these boards was to define a general direction before spending time on
14 logo design.

15
16 • Board Two - Contemporary Precision Concept

17 Ryan Johnsen explained that this board was bolder and more modern. He explained that it included
18 geometric shapes, crisp graphics, and bright colors. He continued that it conveyed clarity of mind
19 in abstract forms and continued that it was forward looking without being too futuristic. He
20 continued that the style was clean but that it had warmth. He mentioned that the brand was
21 enhanced by the use of bright colors and minimal decoration and he pointed that it was vibrant,
22 youthful, and focused on growth.

23
24 Brett Thomas stated that one way to look at these boards was to ask: if American Fork were a
25 person, how would they dress?

26
27 • Board Three - Midcentury Modern

28 Ryan Johnsen explained that this board included some 1950s graphics: it combined old with new
29 and included trends from the past updated for our time. He explained that it refreshed familiar
30 elements and made them current. This board, he continued, had bold colors, simplified
31 illustrations, and geometric shapes. He stated that this style felt traditional and focused on tactile
32 technics.

33
34 Brett Thomas explained that one question the Council could ask itself was: what did American
35 Fork want to attract? What face did the Council want to put onto American Fork to attract the
36 right audience? How did the City differentiate itself from other nearby towns?

37
38 • Board Four - American Classic

39 Ryan Johnsen explained that this board spoke to the heritage of the City, which was friendly,
40 classic, and American. He explained that it was traditional but fresh with a red white and blue
41 color scheme, though it was not cliché.

42
43 Brett Thomas explained that the boards required abstract thinking. He stated that if a brand (a
44 feeling) lived in the mind of the consumer, the Council ought to ask itself what they wanted that
45 brand to bring to the mind of the consumer. One of the elements that came to his mind, he
46 explained, was that American Fork was a friendly town.

47
48 • Board Five - Vintage Comforts

1 Ryan Johnsen explained that this board drew inspiration from the founding American Fork, which
2 was Victorian-inspired, proper, established, dignified, and comfortable. He continued that the
3 board was still current, approachable and homey and added that this concept was the most
4 historical of the five boards.

5
6 Brett Thomas explained that the brand could show that American Fork could be many things. He
7 explained that American Fork was a town of long-standing heritage but also a progressive city.
8 He invited feedback from the Council.
9

10 Greg Lowe explained that each board was done by a different designer. He explained that these
11 were interpretations based on feedback that had been previously obtained. The sticky papers, he
12 continued, were targeted and were distributed. Blues and greens were weighted the same, he
13 explained. He asked Council Members to place the sticky notes on images they liked.
14

15 Brett Johnsen explained that if someone liked an image on a board, they should put a sticky note
16 on it as each note represented a vote. The Council Members subsequently walked around and
17 marked their favorite items with sticky notes.
18

19 Greg Lowe asked whether anyone had a favorite board. Council Member Taylor stated that he
20 liked Board One. He explained that it was a blend of old and timeless style. He continued that he
21 liked the stylized font that were also not standard and that he loved the letter press feel. He
22 explained this always felt classic. He added that the mix of colors was appropriate and that the
23 whole board spoke of an older, established, solid foundation and feel. He further mentioned that
24 he also liked one of the logos on Board Two as he felt this would be more appropriate for the
25 “silicon slopes” shift in Utah.
26

27 Camden Bird stated that he also liked Board One: Hometown Heroes. He added liking some of
28 the words and text and continued that the board resonated with him.
29

30 Council Member Carroll explained that Board One was her favorite. She said it reminded her of
31 the old National Parks and further mentioned that she liked many elements.
32

33 Council Member Shelton stated that he was the least qualified to speak on the topic of design. He
34 explained that he liked the family imagery as he was himself a family man. He added that he liked
35 the Blue logo on Board Three. Greg Lowe clarified what topography reminded Council Member
36 Shelton of family.
37

38 Ryan Johnsen reminded the Council that a full brand was being built with logo, photographic style,
39 and typography.
40

41 *Council Member Barnes arrived at 6:30 p.m.*
42

43 Council Member Christensen stated that she liked the cursive on Board One.
44

45 Council Member Taylor thanked Jibe for the broad mix of ideas. He stated that the Council was
46 looking at the boards as consumers, through their own eyes. He added that this might not be the
47 way a 30-year old couple buying their first home would. He added not wanting to have to update
48 the brand in 10 years.

1
2 Brett Thomas explained that the brand had to be dressed in something attractive and timeless that
3 attracted others, especially businesses.

4
5 Greg Lowe stated that they wanted the brand to feel true to American Fork.

6
7 Mayor Frost stated that he liked the family feeling. He continued that one of the Miss American
8 Fork contestants who had spoken with him had discussed how the American Fork Community had
9 become her family and saved her life. Greg Lowe stated that in this case, community was family
10 as much as the traditional family.

11
12 Council Member Taylor stated that American Fork used to have colors as did all the communities
13 in Utah County. He asked if the Counsel liked the idea of using traditional red for example.

14
15 Brett Thomas stated he remembered the Council saying, “American Fork is one of only three towns
16 in the United States with the word American in the name of the town”. He added that this might
17 make red, white, and blue acceptable colors. Greg Lowe asked whether the Americana color
18 palette was what the Council wanted. Council Member Taylor stated that he liked the idea of
19 sticking to red to create a sense of continuity.

20
21 Council Member Christiansen stated that if there ever was more than one color this palette would
22 work as no one would ever change the American flag colors. Council Member Taylor stated that
23 for his generation, the color red was associated with a sense of home in a way that might not be
24 the same for younger people.

25
26 Council Member Shelton stated that it was important to keep the brand timeless and to have it be
27 meaningful to multiple generations. He added that the current trend was for those retiring to move
28 back to their hometown. He stated that he knew many people who had done this. He explained
29 that the Wasatch Front had the unique quality of people being raised there, moving away, and
30 coming back later. He added that drawing back to these roots might be good.

31
32 Greg Lowe invited Council Member Barnes to comment.

33
34 Council Member Barnes stated he did not like anything that was black and white. He added that
35 he favored red, white, and blue as well as the family concept and the concept of “home”.

36
37 Council Member Carroll commented that as far as color, she would hate the idea of limiting the
38 designers to only red. She added she also liked other elements in the design which did not tie to
39 the color red.

40
41 Greg Lowe stated that they would do a full color exploration. He asked the Council if they had
42 seen any illustrative or logo elements that they liked. Various Council members stated that they
43 liked the Raleigh logo on Board Two. Council Member Christiansen stated that she liked the
44 Canada logo, also on Board Two. Council Member Taylor stated that he loved the Raleigh mix,
45 with different colors and shapes. He explained the details that he found appealing. Brett Thomas
46 stated that this Raleigh logo showed both roots and progression.

47
48 Council Member Carroll mentioned that she liked the very geometric logos on Board Three.

Unapproved Minutes

Brett Thomas asked on a scale from 1 to 10, with 1 being traditional and 10 modern, where American Fork would fall on the scale?

Each Council Member gave a response as follows:

- Council Member Taylor - 6
- Council Member Christiansen - 6
- Council Member Carroll - 3
- Council Member Barnes – 4 to 5
- Council Member Shelton - 4 or 5. He stated that he would worry that a fully modern look would need to be rebranded in 10 years.
- Mayor Frost - 6
- Camden Bird - 4

Brett Thomas stated that Board One represented mid-century modern and that this classic “modern” look was what the Council was asking about.

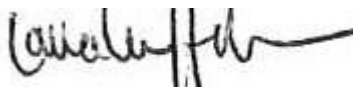
Greg Lowe stated that a good logo could be refreshed without being completely redone. He asked if there was an image that the council disliked. Council Member Barnes pointed to an image that he didn’t like.

Brett Thomas asked if American Fork was referred to as “AF” and learned that this was the case.

Greg Lowe stated that they might explore the option of using “AF” in a logo. He thanked the Council for their input. The next step in the process, he explained, would be logo exploration. He continued that logo options would be presented in black and white on Tuesday July 30, 2019. Several Council Members stated that they would be gone.

David Bunker explained that the options could be sent out to the Council, and that they could give their opinions although they would not be able to participate in the meeting.

The Work Session adjourned at 6:55 p.m.



Lauralee Hill, Deputy Recorder